

Choose your topics, then return this list with your order form

PRODUCT KNOWLEDGE

GEMSTONES

- Cleaning Gems and Jewelry
- Caring for Gems and Jewelry
- Colored Stone Treatments
- Imitation and Synthetic Gems
- Birthstones
- Garnets
- Amethyst
- Aquamarine
- Emerald
- Cultured Pearls
- Freshwater Cultured Pearls
- South Sea and Tahitian Cultured Pearls
- Ruby
- Peridot
- Sapphire
- Opal
- Citrine and Smoky Quartz
- Topaz
- Tourmaline
- Turquoise and Zircon
- Tanzanite
- Gem Durability Factors
- Gem Sources – Afghanistan
- Gem Sources – Central Africa
- Gem Sources – East Africa
- Gem Sources – Latin America
- Gem Sources – Southeast Asia
- Gem Sources – Southern Africa
- Gem Sources – The US
- Colored Gem Value Factors – Carat Weight
- Colored Gem Value Factors – Clarity
- Colored Gem Value Factors – Color
- Colored Gem Value Factors – Cut

WATCHES

- Watches – Basic Product Options
- Watches – Functions and Technical Features
- Watches – Quality and Value Factors

DIAMONDS

- Diamond Cutting
- Diamond Discovery and Mining
- Diamond Sources and Production
- Fancy Color Diamonds
- Fancy Shape Diamonds
- Square and Rectangular Diamonds
- Diamond Magic and Romance
- Natural Diamond Formation
- Synthetic Diamonds and Simulants
- The Conflict Diamonds Issue
- Moissanite
- Trade Lab Certs and Services
- Branded Diamonds
- Diamond Treatments
- Diamond Value Factors: Carat Weight
- Diamond Value Factors: Clarity
- Diamond Value Factors: Color
- Diamond Value Factors: Cut

METALS AND METHODS

- Karat Gold
- Platinum
- Silver
- Titanium
- Enamel Jewelry
- Jewelry Making Methods
- Decorative Metal Finishes
- Tension Setting

JEWELRY

- Branded Jewelry
- Jewelry Designs and Inspirations
- Jewelry Quality and Value
- Summer Jewelry

SELLING SKILLS

THE SELLING PROCESS

- Greeting Customers
- Customer Profiling
- Presenting Features and Benefits
- Role-Playing to Build Selling Skills
- Trial Closing
- Turning Over A Sale
- Closing The Sale
- Building Value Before Mentioning Price
- Guidelines for Ethical Selling

SALES TOOLS

- Selling Credit
- Using Selling Tools
- Using Your Business Cards
- Building Relationships
- Credit Plan Features and Benefits
- Selling Warranties and Service Policies
- Selling Your Store
- Positive Buying Signals
- Eye Contact and Touch
- The Buying Process
- Techniques for Effective Listening
- Selling Repairs
- Follow Up After the Sale
- Making Add On Sales
- The Fundamentals of Follow-Up
- Overcoming Objections
- Telephone Skills and Etiquette
- Presenting Beauty, Quality, and Value
- Presenting for Commitment

SELLING PRODUCT

- Representing Gem Value Factors
- Focal Points for Presenting Colored Gems
- Introducing Gems to Your Customers
- Using Color in Sales Presentations
- Selling Imitation and Synthetic Gems
- Highlighting Fashion in Your Presentations
- Representing Gem Identity
- Disclosing Gem Treatments

CUSTOMERS

- What Customers Think About and Why
- Holding Your Customers Attention
- The “Chronic Complainer” Customer
- The “Just Looking” Customer
- The “Price Hagglers” Customer
- Using Trade Language with Customers
- Body Language – Receiving Customers’ Signals
- Body Language – Sending Positive Messages
- Building Rapport With Customers
- Focusing Customers on Romance
- Tips for Remembering Names
- Getting and Using Customer Feedback
- Focusing on Emotional Value
- Selling to Plus-Size Customers

OPERATIONS

EMPLOYEE

- Teamwork
- The Personal Traits of a True Professional
- Investing Your Work Time Wisely
- Identifying the Training You Need
- Working at the Service Desk
- Prospect Information
- Thirty-Day Follow-Ups
- Six-Month Follow-Ups
- Twelve-Month Follow Ups
- Constructing a Purchase History
- Contributing to Meetings
- Creating Sales Opportunities
- Using E-Mail for Customer Service
- Generations – Working with Different
- Setting Professional Goals
- Staying Motivated
- Professional Grooming and Attire
- Professional Expectations
- Making Service Follow-Up Calls
- Developing Professional Expertise
- Exceptional Customer Service
- Insurance Documents and Appraisals
- Jewelry Service Take-In
- Providing Customer Care

MANAGEMENT

- Know Your Marketing Plan
- Know Your Vendor Catalogs
- Comparing Competitors' Ads
- Tips on Saving Money for Your Store
- Closing Ratios
- Resolving Conflicts
- Job Descriptions – Creating Effective
- Key Sales Measurements
- Point-of-Sale Information
- The Value of Long Term Customers
- Essential Information for Client Development
- Merchandise Returns
- Insurance Documents and Appraisals

SECURITY

- Responding to Crime
- Personal Security
- Preventative Security Measures
- Protocol and Security for Sales Reps
- Security for Checks and Credit Cards
- Security for Sales and Service

STORE DISPLAY

- Refurbishing Your Inventory and Displays
- Store Music
- Store Scent
- Showcase Displays
- Window Displays
- Spring Window Displays
- Summer Window Displays
- Fall Window Displays
- Winter Window Displays
- Nighttime Window Displays
- Display Layout – Understanding and Using Your Store's
- Displays – Basic Design Options
- Displays – Creating Color Schemes
- Displays – Lighting
- Displays – Maintaining Impact
- Displays – Signage

EMPLOYEE

- The Case of the Best Laid Plans
- One in every Crowd (commissioned sales)
- The Case of the Diamond Debacle (employee error)
- The Case of the On Again – Off Again (employee time off)
- The Case of Too Much Information (Customer Confidentiality)
- The Case of He said She Said (Inappropriate employee conversations)
- The Case of The Inter-Store romance (Employee private clientele)
- The Case of the Special Gift (Employee distribution of drugs)
- The Case of the Office in Turmoil (hiring relatives of employees)
- The Case of the Missing Employee (sick leave)
- The Case of the Loose Lipped Employee (client confidentiality)
- The Case of the Sales Superstar (employee sales inconsistency)
- The Case of the Bathroom Babble (client confidentiality)
- The Case of the Wooden Pipe (employee drug use)
- The Case of the Company Party's Big Surprise (discrimination)

MANAGEMENT

- Can This Business be Saved? (getting back on track after a bad year)
- The Case of the Satellite Management (giving management control)
- The Case of the Kaput Competitor (buying a competitors client list)
- The Case of the Moonlighting Jeweler (moonlighting employees)
- The Case of Trouble For Hire (using an employment service)
- The Case of Friends and Lovers (hiring a friend)
- The Case of the Online Surprise (finding your stores merchandise for sale online)
- The Case of the Branded Suitor (line exclusivity)
- The Case of if it Looks Too Good to be True (new hire with old employees client list)
- The Case of the Big Heart, but How Smart (buying suspected stolen merchandise)

- The Case of the Engaged Niece (refunding layaway deposit money)
- The Case of the Salespersons New Cell Phone (store cell phone policy)
- The Case of the Disloyal Family (family members buying from competitors)
- The Case of the Bad Buy (buying stolen merchandise)
- The Case of a Haunted Past (revealing too much information)
- The Case of the Missing Repair (Asking for identification)

CUSTOMER

- The Case of the Contested Watch Repair (communication with repair customers)
- The Case of the Costly Sale (repair priority and timeliness)
- A Case of Abuse or Neglect (special order gone wrong)
- The Case of Bait and Switch (refund policy on special orders)
- A Case of Lost and Found (importance of accurate repair documentation)
- The Case of the Net Nightmare (competing with the internet)
- The Case of the Meltdown (how long to keep unclaimed repairs)
- The Case of the Beauty and the Bully (sticking to your return policy)
- The Case of the Stalker (dealing with irate clients)
- The Case of the Letter (preserving a store's reputation)
- The Case of the Undercutting Rival
- The Case of Buying a Lie (making an unethical agreement with a client)
- The Case of the Unsuspecting Suitor (refund policy)
- The Case of the ON Again – Off Again Engagement (client confidentiality)
- The Case of the Meddlesome Brother
- The Case of the Bitter Divorce (customer confidentiality)
- The Case of the Misidentified Synthetic